

ORDER



Orders	Order / Rev:	719588	
	Alt Order #:	06359240	
	Product Desc:	OBAMA SCHED C	
	Estimate:	1897 C	
	Flight Dates:	10/09/12 - 10/15/12	Primary AE:
	Original Date / Rev:	10/01/12 / 10/01/12	Sales Office:
	Order Type:	Political	Sales Region:
Agency	Name:	Greer Margolis Mitchell/ Pol	
	Buying Contact:	K Keuleman	
	Billing Contact:		
		3050 K St NW	Billing Type:
		Washington, DC 20007	Broadcast
			Billing Calendar:
			Billing Cycle:
			WEEKLY
			Agency Commission:
			15%
Advertiser	Name:	Obama/D/President	
	Demographic:	A35+	
	Product Codes:	PL-Presidential	
	Priority:	P-3	
	Revenue Codes:	AGY, GEN, POL	

					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/08/12	10/14/12	35	\$60,600.00	\$51,510.00	October 2012	46	\$68,650.00	\$58,352.50	0.00
10/15/12	10/21/12	11	\$8,050.00	\$6,842.50	Totals	46	\$68,650.00	\$58,352.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	10/09/12	10/15/12	Letterman	CM	1135p-1237a	MTWTF--	:30	4	\$700.00	P-3	0.00	NM	4	\$2,800.00
				Late Night with David Letterman											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		4				\$700.00		0.00			
E 2	WTSP	10/09/12	10/15/12	Price Is Right	CM	11a-12p	MTWTF--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
				Price Is Right											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		3				\$900.00		0.00			
E 3	WTSP	10/09/12	10/15/12	Y&R	CM	1230-130p	MTWTF--	:30	3	\$1,100.00	P-3	0.00	NM	3	\$3,300.00
				Young and the Restless											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		3				\$1,100.00		0.00			
E 4	WTSP	10/09/12	10/15/12	M-F 12-1230p	CM	12-1230p	MTWTF--	:30	4	\$900.00	P-3	0.00	NM	4	\$3,600.00
				10 News @ Noon											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		4				\$900.00		0.00			
E 5	WTSP	10/09/12	10/15/12	B&B	CM	130-2p	MTWTF--	:30	3	\$1,100.00	P-3	0.00	NM	3	\$3,300.00
				Bold and Beautiful											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		3				\$1,100.00		0.00			
E 6	WTSP	10/09/12	10/15/12	M-F 4-5p	CM	4-5p	MTWTF--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
				Dr. Phil											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/09/12	10/15/12	MTWTF--		5				\$800.00		0.00			

Order / Rev: 719588
 Alt Order #: 06359240
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Obama/D/President
 Product Desc: OBAMA SCHED C
 Estimate: 1897 C

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WTSP	10/09/12	10/15/12	M-F 5-530p 5-530p 10 News	CM	5-530p	MTWTF--	:30	5	\$550.00	P-3	0.00	NM	5	\$2,750.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/09/12 10/15/12 MTWTF-- 5 \$550.00 0.00															
E 8	WTSP	10/09/12	10/15/12	CBS Evening News CBS Evening News	CM	630-7p	MTWTF--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/09/12 10/15/12 MTWTF-- 3 \$1,000.00 0.00															
E 9	WTSP	10/09/12	10/15/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/09/12 10/15/12 MTWTF-- 3 \$400.00 0.00															
E 10	WTSP	10/09/12	10/15/12	CBS This Morning CBS This Morning	CM	7-9a (8:00 AM-9:00 AM)	MTWTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/09/12 10/15/12 MTWTF-- 3 \$400.00 0.00															
E 11	WTSP	10/09/12	10/15/12	M-F 9-930a 10 News, 9a@M 10 News, 9am	CM	9-9:30A	MTWTF--	:30	3	\$200.00	P-3	0.00	NM	3	\$600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/09/12 10/15/12 MTWTF-- 3 \$200.00 0.00															
E 12	WTSP	10/12/12	10/12/12	Fri Prime C Blue Bloods	CM	Fri 10-11p	-----F--	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -----F-- 1 \$6,000.00 0.00															
E 13	WTSP	10/12/12	10/12/12	Fri Prime A CSI: NY	CM	Fri 8-9p	-----F--	:30	1	\$6,000.00	P-3	0.00	NM	1	\$6,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -----F-- 1 \$6,000.00 0.00															
E 14	WTSP	10/09/12	10/12/12	CBS This Morning CBS This Morning	CM	7-9a	-TWTF--	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -TWTF-- 1 \$400.00 0.00															
E 15	WTSP	10/14/12	10/14/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -----S 1 \$1,800.00 0.00															
E 16	WTSP	10/14/12	10/14/12	Sun Prime C The Good Wife	CM	Sun 9-10p	-----S	:30	1	\$7,000.00	P-3	0.00	NM	1	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -----S 1 \$7,000.00 0.00															
E 17	WTSP	10/09/12	10/09/12	Tue Prime B NCIS: Los Angeles	CM	Tue 9-10p	-T-----	:30	1	\$9,000.00	P-3	0.00	NM	1	\$9,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 -T----- 1 \$9,000.00 0.00															
E 18	WTSP	10/10/12	10/10/12	Wed Prime B Criminal Minds	CM	Wed 9-10p	--W----	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 --W---- 1 \$10,000.00 0.00															

Totals

46

\$68,650.00